



STATE OF WEST VIRGINIA  
OFFICE OF THE ATTORNEY GENERAL  
DARRELL V. MCGRAW, JR.  
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# Press Release

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## FOR IMMEDIATE RELEASE

**August 18, 2010**

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### **Attorney General McGraw Sues Eight More PayDay Lenders, Demands Companies Stop Doing Business In WV**

CHARLESTON – In his continuing initiative to protect West Virginia consumers from unlawful Internet payday loans, West Virginia Attorney General Darrell McGraw today brought suit against eight more companies for illegally soliciting and servicing payday loans in West Virginia.

The suit asks the Court to order the eight companies, which have refused to cooperate with the Attorney General's investigation, to surrender the records of their West Virginia-based accounts and to halt lending activities in the state.

Illegal in West Virginia, payday loans are high-interest loans or cash advances with interest rates that reach as high as 600 to 800% APR. The loans, typically made for 14 days, are secured by a post-dated check or an agreement authorizing electronic debits from the consumer's checking account.

"When a company sets foot in West Virginia, whether in person or over the Internet, my office has a duty to ensure the enterprise complies with state law," Attorney General McGraw stated. "Any company that makes payday loans must halt its usurious business and produce records identifying its victims."

The companies and principals sued today by Attorney General McGraw's office are: Payday Loan Resource Center LLC and Moe Tassoudi of Scottsdale, AZ; DirectROI d/b/a Cash West Payday Loans and Mike Brewster of Chandler, AZ; First American Credit; LoanPointe LLC, Joe E. Strom, Benjamin J. Lonsdale, James C. Endicott and Mark S. Lofgren of Highland, UT; Eastbrook LLC d/b/a Ecash and GeteCash of Provo, UT; National Title Loans d/b/a National Cash 12 of Elsmere, DE; Payday Financial LLC d/b/a [www.LakotaCash.com](http://www.LakotaCash.com) and Martin Webb of Timber Lake, SD; and Payday Loans-ACH d/b/a [www.ACHLoans.com](http://www.ACHLoans.com) of Emeryville, CA.

Named in today's suit, Payday Loan Resource Center attempts to circumvent state law by charging West Virginia customers a monthly fee to help them obtain Internet payday loans. A suit filed earlier this year by the Federal Trade Commission (FTC) charged Ecash and GeteCash with attempting to garnish wages without a court order. Lakota Cash, claims to be an Indian tribe and therefore not subject to the laws of any state.

Since Attorney General McGraw began investigating the industry in 2005, his office has reached settlements with 107 Internet payday lenders and their collection agencies, resulting in \$2,452,979.87 in refunds and canceled debts for 8044 West Virginians.

"Payday loans are predatory traps for the many West Virginians facing difficult times," McGraw added. "We will continue to

ask the courts to intervene whenever companies refuse to cooperate with our efforts to protect West Virginia citizens."

West Virginia consumers can file complaints or alert the Attorney General's Office to unfair or deceptive practices by calling the Consumer Protection Hot Line, 1-800-368-8808, or by obtaining a complaint form from the consumer web page at [www.wvago.gov](http://www.wvago.gov). For regular consumer news updates, follow the AGO on Facebook and Twitter.

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